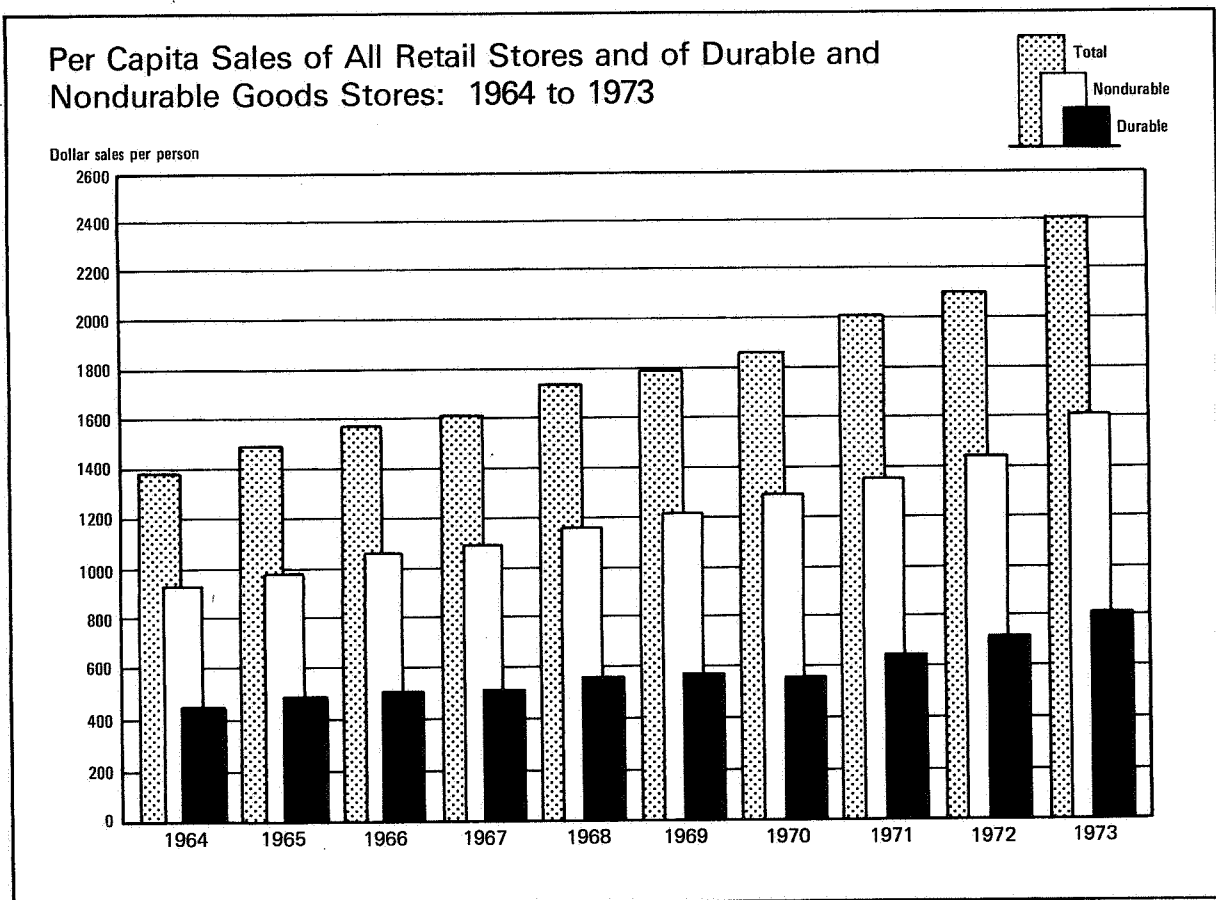


# 1973 Retail Trade

Issued October 1974

BR-73-13

## Annual Sales and Purchases, Year-End Inventories, and Accounts Receivable of Retail Stores, by Kind of Business



Inquiries concerning these figures should be addressed to Irving True, Business Division,  
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U.S. DEPARTMENT OF COMMERCE | Social and Economic Statistics Administration | BUREAU OF THE CENSUS

Data on the retail trade, published in the *Weekly Retail Sales Report*, *Advance Monthly Retail Sales Report*, the *Monthly Retail Trade Report*, and the *Annual Retail Trade Report* are available on a single subscription from the Superintendent of Documents, Government Printing Office, Washington, D.C., 20402, at \$30.10 per year. Add \$7.55 for each subscription to a foreign address. Single copies of the *Annual Retail Trade Report* are available from Subscriber Services Section (Publications), Social and Economic Statistics Administration, Washington, D.C. 20233 at 65 cents each.

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\* \* \*

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## ANNUAL SALES

### Year-to-Year Comparisons

**All Retail Stores**--Sales of all retail stores in the United States totaled \$503 billion in 1973, an increase of 12 percent over total 1972 sales. Annual sales of nondurable goods stores increased 11 percent over the previous year while durable goods stores showed a 14-percent increase over the previous year.

All major kind-of-business groups showed percentage increases in comparison with 1972 levels, with the largest increase (16 percent) reported by the building materials, hardware and farm equipment group. In the durable goods category the automotive group showed a 14-percent increase while sales in the furniture and appliance group were up 13 percent. In the nondurable goods category, the largest increase (12 percent) was reported by eating and drinking places. The food group, general merchandise group with nonstores and gasoline service stations each showed an 11-

percent increase over the previous year. Following the general upward trend were the apparel group (9 percent), drug and proprietary stores (7 percent), and liquor stores (4 percent).

**Multiunit Organizations**--Annual sales of organizations operating 11 or more retail stores showed an increase of 12 percent over 1972 for all kinds of businesses combined. A sales gain of 13 percent over 1972 was shown by nondurable goods stores and sales of durable goods stores showed a gain of 6 percent. Compared with 1972 the furniture and appliance group showed a 10-percent increase while tire, battery, accessory dealers showed a 6-percent increase for the same period. In the nondurable goods category, the largest increase (13 percent) was reported by the general merchandise group with nonstores. Sales increases of 12 percent were reported by both the food group and drug and proprietary stores, while eating and drinking places, the apparel group, and liquor stores reported increases of 11, 8 and 6 percent respectively.

Table 1. Estimated Sales of All Retail Stores in the United States, by Kind of Business: 1973 and 1972

(Millions of dollars)							
Kind of business	1973	1972	Percent change	Kind of business	1973	1972	Percent change
Retail stores, total.....	503,317	448,379	+12	Apparel group.....	24,062	21,993	+9
Total (excluding automotive group).....	402,656	359,767	+12	Men's, boys' wear stores <sup>2</sup> .....	5,609	5,198	+8
Durable goods stores, total.....	170,275	149,659	+14	Men's, boys' clothing, furnishings stores.....	5,541	5,112	+8
Nondurable goods stores, total...	333,042	298,720	+11	Women's apparel, accessory stores <sup>3</sup> .....	9,119	8,386	+9
Food group.....	105,731	95,020	+11	Women's ready-to-wear stores.....	7,776	7,187	+8
Grocery stores.....	98,392	88,340	+11	Family clothing stores.....	4,154	3,868	+7
Meat and fish (seafood) markets.....	2,661	2,561	+4	Shoe stores.....	4,229	3,774	+12
Bakery products stores.....	1,408	1,306	+8	Furniture and appliance group.....	24,030	21,315	+13
Eating and drinking places.....	37,925	33,891	+12	Furniture, home furnishing stores.....	14,290	12,550	+14
Eating places.....	30,329	26,782	+13	Furniture stores.....	10,439	9,321	+12
Restaurants, cafeterias, lunchrooms	23,787	20,872	+14	Household appliance, TV, radio stores..	7,904	7,029	+12
Drinking places.....	7,595	7,109	+7	Household appliance dealers.....	5,124	4,634	+11
General merchandise group with nonstores.....	83,301	74,903	+11	Building materials, hardware, farm equipment group.....	30,934	26,710	+16
General merchandise group without nonstores (except department stores mail order).....	77,036	68,936	+12	Building materials and hardware, total <sup>4</sup>	22,766	20,238	+12
Department stores and dry goods, general merchandise stores.....	63,342	56,181	+13	Lumber and other building materials dealers <sup>4</sup> .....	18,049	15,973	+13
Department stores.....	52,292	46,302	+13	Hardware stores.....	4,717	4,265	+11
Variety stores.....	8,212	7,756	+6	Automotive group.....	100,661	88,612	+14
Mail order houses (department store merchandise) <sup>1</sup> .....	5,439	4,997	+9	Passenger car, other automotive dealers	92,768	81,521	+14
				Passenger car dealers <sup>5</sup> .....	84,777	74,842	+13
				Passenger car dealers (franchised).	78,620	69,490	+13
				Tire, battery, accessory dealers.....	7,895	7,091	+11
				Gasoline service stations.....	34,432	31,044	+11
				Drug and proprietary stores.....	15,474	14,523	+7
				Liquor stores.....	9,602	9,215	+4

Note: Measures of sampling variability are provided on page 17. U.S. and group totals include kinds of business not shown separately.

<sup>1</sup>Includes sales made by mail order catalog desks located within department stores of mail-order firms.

<sup>2</sup>Includes men's, boys' clothing; furnishing stores; and custom tailors.

<sup>3</sup>Includes women's ready-to-wear, other apparel, accessory, specialty shops, and furriers.

<sup>4</sup>Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

<sup>5</sup>Includes both franchised and nonfranchised car dealers.

**Table 2. Estimated Sales of Retail Stores of Organizations Operating 11 or More Retail Stores (Group II) in the United States, by Kind of Business: 1973 and 1972**

(Millions of dollars)

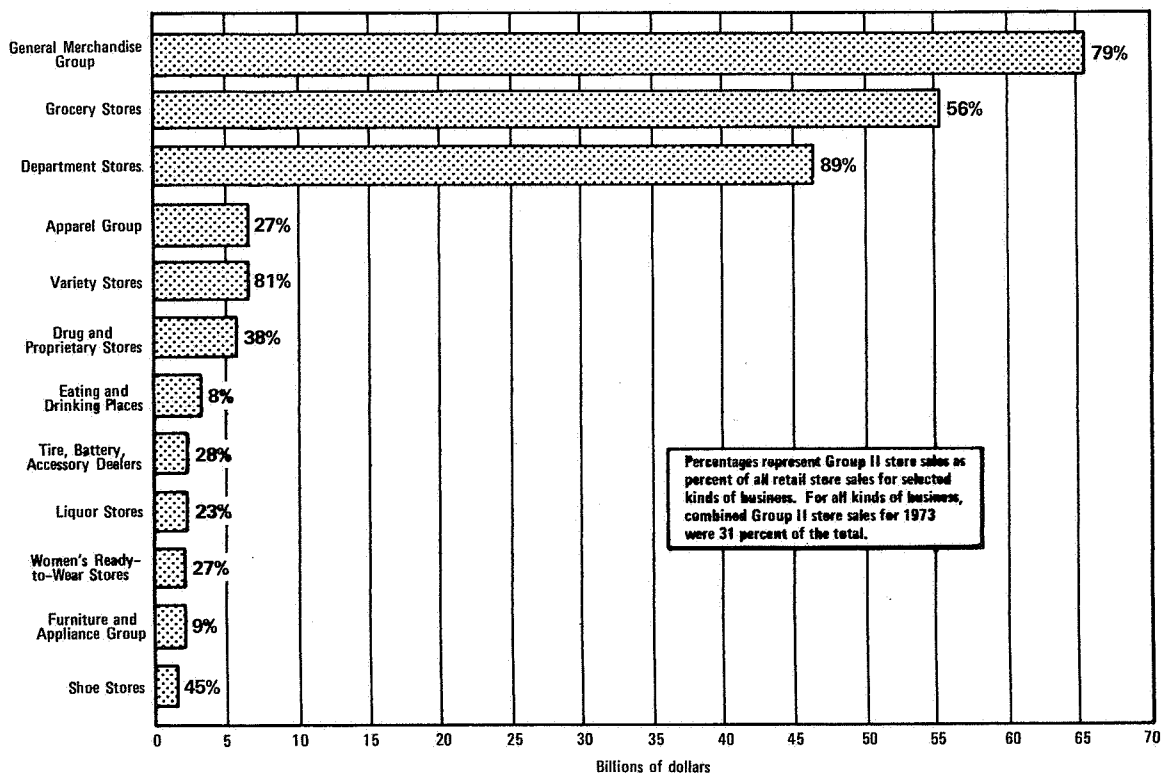
Kind of business	1973	1972	Percent change	Kind of business	1973	1972	Percent change
Retail stores, total.....	154,546	137,650	+12	Apparel group.....	6,569	6,055	+8
Durable goods stores, total.....	9,606	9,053	+6	Men's, boys' wear stores <sup>1</sup> .....	749	782	-4
Nondurable goods stores, total....	144,940	128,597	+13	Women's apparel, accessory stores <sup>2</sup> ..	2,393	2,194	+9
Food group.....	55,865	49,823	+12	Women's ready-to-wear stores.....	2,087	1,942	+7
Grocery stores.....	55,165	49,206	+12	Shoe stores.....	1,908	1,737	+10
Eating and drinking places.....	3,193	2,887	+11	Furniture and appliance group.....	2,085	1,902	+10
General merchandise group with nonstores	65,569	58,113	+13	Tire, battery, accessory dealers.....	2,210	2,094	+6
General merchandise group without nonstores (except department store mail order).....	62,471	55,100	+13	Drug and proprietary stores.....	5,857	5,246	+12
Department stores and dry goods, general merchandise stores.....	50,737	44,366	+14	Liquor stores.....	2,222	2,094	+6
Department stores.....	46,380	40,795	+14				
Variety stores.....	6,627	6,191	+7				

Note: U.S. and group totals include kinds of business not shown separately.

<sup>1</sup>Includes men's, boys' clothing; furnishings stores; and custom tailors.

<sup>2</sup>Includes women's ready-to-wear, other apparel, accessory, specialty shops; and furriers.

**Figure 1. Estimated Sales of Retail Stores of Organizations Operating 11 or More Retail Stores (Group II), by Selected Kinds of Business: 1973**



### Distribution of Sales by Region, Division, Selected States, and Specified SMSA's

The South region accounted for \$152.9 billion or 30.4 percent of total 1973 United States retail sales. The largest portion of regional sales were made in the South Atlantic division with \$78.9 billion followed by the West South Central division with \$46.4 billion (of which the State of Texas accounted for \$28.8 billion) and the East South Central division with \$27.5 billion.

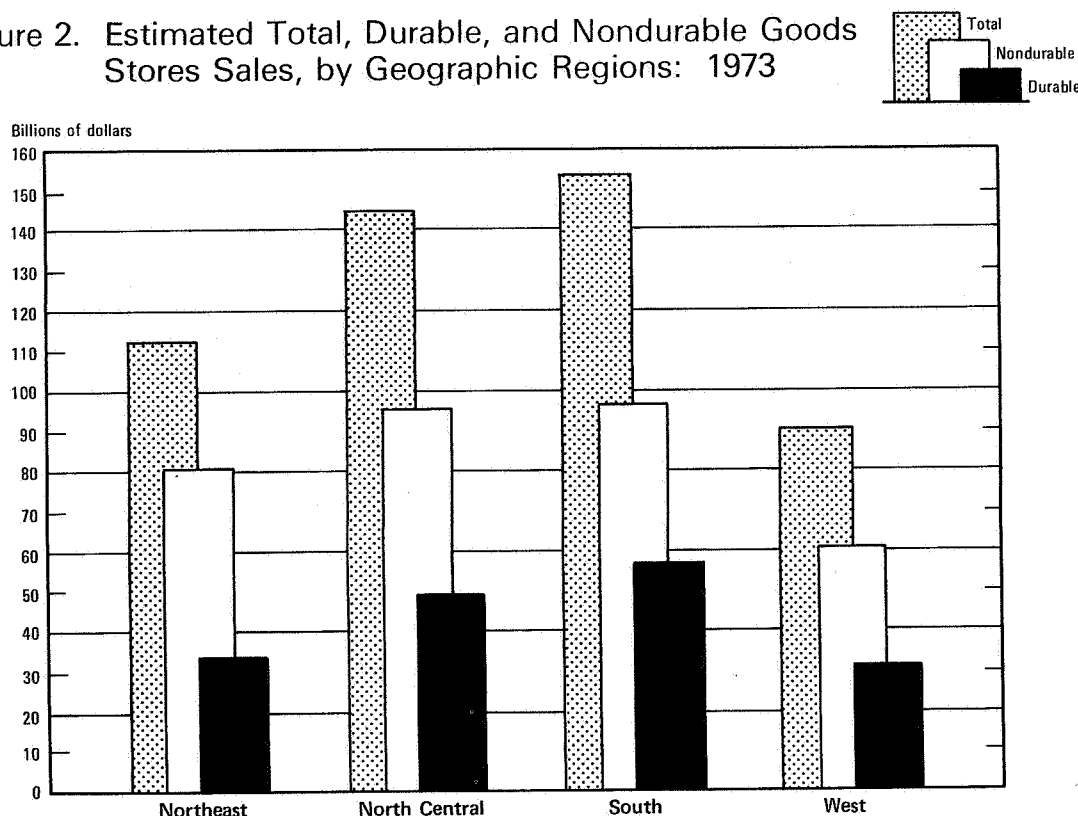
Retail sales in the North Central States, second among the four regions, amounted to \$144.8 billion, 28.8 percent of total retail sales for the United States. The East North Central and West North Central divisions totaled \$101.5 billion and \$43.3 billion, respectively, of the region's total. In the East North Central division, Illinois had sales of \$28.8 billion, up 10 percent over 1972; Ohio had \$25.8 billion, up 14 percent; and Michigan had \$22.2 billion, up 12 percent.

The Northeast region had retail sales totaling \$113.6 billion or 22.6 percent of the United States total, with the Middle Atlantic and New England divisions accounting for \$84.8 billion and \$28.8 billion, respectively. In the Middle Atlantic division, New York State led with total sales of \$40.8 billion, followed by Pennsylvania with \$26.1 billion, and New Jersey with \$17.9 billion.

In the West region, retail sales totaled \$91.9 billion, 18.2 percent of the United States total. The Pacific division accounted for \$68.9 billion or 75.0 percent of the region's total, with California having \$51.3 billion of the division total. The Mountain division accounted for \$23.0 or 25.0 percent of the region's sales.

For the nine standard metropolitan statistical areas for which total retail sales are shown, 1973 annual sales ranged from \$24.6 billion for New York to \$5.3 billion for St. Louis. Sales of the GAF group, i.e., general merchandise (including all nonstores), apparel, and furniture and appliance groups, for the 16 specified SMSA's ranged from \$7.7 billion for New York to \$1.4 billion for Baltimore.

Figure 2. Estimated Total, Durable, and Nondurable Goods Stores Sales, by Geographic Regions: 1973



**Table 3. Estimated Sales of All Retail Stores, by Geographic Region and Kind of Business: 1973 and 1972**  
(Millions of dollars)

Kind of business	Northeastern States			North Central States			The South			The West		
	1973	1972	Per- cent change	1973	1972	Per- cent change	1973	1972	Per- cent change	1973	1972	Per- cent change
Retail stores, total.....	113,650	104,809	+8	144,831	127,678	+13	152,900	132,945	+15	91,936	82,947	+11
Total (excluding auto- motive group).....	(NA)	(NA)	(NA)	116,433	102,650	+13	118,221	103,038	+15	(NA)	(NA)	(NA)
Durable goods stores, total.....	33,527	29,917	+12	49,198	43,096	+14	56,281	48,163	+17	31,269	28,483	+10
Nondurable goods stores, total.....	80,123	74,892	+7	95,633	84,582	+13	96,619	84,782	+14	60,667	54,464	+11
Food group.....	26,802	24,826	+8	27,557	25,038	+10	32,330	28,077	+15	19,042	17,079	+11
Grocery stores.....	23,587	21,888	+8	25,869	23,566	+10	31,045	26,983	+15	17,891	15,903	+13
Eating and drinking places.....	8,978	8,587	+5	11,603	9,815	+18	9,129	8,054	+13	8,215	7,435	+10
GAF <sup>1</sup> , total.....	31,298	29,494	+6	37,416	33,623	+11	39,325	34,235	+15	23,354	20,859	+12
General merchandise group with nonstores.....	18,935	17,910	+6	24,599	22,247	+11	24,917	21,555	+16	14,850	13,191	+13
Department stores.....	12,358	11,323	+9	15,279	13,663	+12	14,694	12,513	+17	9,961	8,803	+13
Apparel group.....	6,940	6,376	+9	6,333	5,885	+8	6,869	6,159	+12	3,920	3,573	+10
Furniture and appliance group	5,423	5,208	+4	6,484	5,491	+18	7,539	6,521	+16	4,584	4,095	+12
Building materials, hardware farm equipment group.....	4,828	4,144	+17	10,938	9,574	+14	9,782	8,196	+19	(NA)	(NA)	(NA)
Automotive group.....	(NA)	(NA)	(NA)	28,398	25,028	+13	34,679	29,907	+16	(NA)	(NA)	(NA)
Gasoline service stations.....	6,965	6,620	+5	10,076	8,920	+13	10,993	9,696	+13	6,398	5,808	+10
Drug and proprietary stores....	3,152	3,048	+3	4,099	3,878	+6	4,811	4,442	+8	3,412	3,155	+8

Note: Estimates are based on a sample. (See sampling variabilities on page 18.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on page 21.

NA Not available.

<sup>1</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

**Table 4. Estimated Sales of All Retail Stores by Selected Kinds of Business for Standard Consolidated Areas and Specified Standard Metropolitan Statistical Areas: 1973 and 1972**

(Millions of dollars)

Statistical area	1973	1972	Percent change	Statistical area	1973	1972	Percent change
STANDARD CONSOLIDATED AREAS <sup>1</sup>				STANDARD METROPOLITAN STATISTICAL AREAS <sup>1</sup> --Continued			
Chicago, Ill.--Northwestern Indiana, total.....	20,502	18,715	+10	Los Angeles-Long Beach, Calif., total..	17,805	16,574	+7
Nondurable goods stores.....	14,266	13,212	+8	Nondurable goods stores.....	12,630	11,690	+8
GAF <sup>2</sup> .....	7,077	6,511	+9	GAF <sup>2</sup> .....	5,297	4,756	+11
New York, N.Y.--Northeastern New Jersey, total.....	35,839	33,949	+6	Minneapolis-St. Paul, Minn., GAF <sup>2</sup> .....	1,678	1,482	+13
Nondurable goods stores.....	26,382	25,459	+4	New York, N.Y. Nassau-Suffolk, N.Y. total.....	24,626	23,467	+5
GAF <sup>2</sup> .....	10,898	10,638	+2	Nondurable goods stores.....	18,446	17,909	+3
STANDARD METROPOLITAN STATISTICAL AREAS <sup>1</sup>				GAF <sup>2</sup> .....	7,651	7,463	+3
Baltimore, Md., GAF <sup>2</sup> .....	1,367	1,270	+8	Philadelphia, Pa., total.....	10,735	10,294	+4
Boston, Mass., GAF <sup>2</sup> .....	2,252	2,131	+6	Nondurable goods stores.....	7,483	7,252	+3
Chicago, Ill., total.....	18,801	17,171	+9	GAF <sup>2</sup> .....	3,195	3,073	+4
Nondurable goods stores.....	13,088	12,141	+8	Pittsburg, Pa., total.....	5,367	4,829	+11
GAF <sup>2</sup> .....	6,713	6,147	+9	Nondurable goods stores.....	3,914	3,432	+14
Cleveland, Ohio, GAF <sup>2</sup> .....	1,401	1,249	+12	GAF <sup>2</sup> .....	1,637	1,439	+14
Dallas, Tex., GAF <sup>2</sup> .....	1,547	1,346	+15	St. Louis, Mo.-Ill., total.....	5,291	4,948	+7
Detroit, Mich., total.....	10,159	9,159	+11	Nondurable goods stores.....	3,480	3,231	+8
Nondurable goods stores.....	6,821	6,164	+11	GAF <sup>2</sup> .....	1,507	1,455	+4
GAF <sup>2</sup> .....	3,042	2,722	+12	San Francisco-Oakland, Calif., total...	7,580	7,034	+8
Houston, Tex., GAF <sup>2</sup> .....	1,544	1,341	+15	Nondurable goods stores.....	5,329	5,085	+5
Kansas City, Mo.-Kans., GAF <sup>2</sup> .....	1,449	1,289	+12	GAF <sup>2</sup> .....	2,108	1,941	+9
				Washington, D.C.-Md.-Va., total.....	7,906	7,092	+11
				Nondurable goods stores.....	5,233	4,867	+8
				GAF <sup>2</sup> .....	2,049	1,866	+10

Note: Sampling variabilities are shown on page 18. Statistics for the Boston SMSA include retail stores in all of Essex, Middlesex, Norfolk, and Suffolk counties. See SMSA definition on page 22.

<sup>1</sup>Standard consolidated areas and standard metropolitan statistical areas are listed on page 22. <sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.



## Per Capita Sales

Per capita sales in the United States in 1973 totaled \$2,419 compared with \$2,172 in 1972, an increase of 11 percent. Sales of nondurable goods stores were \$1,601 per capita in 1973, reflecting an 11-percent increase in sales per person over the \$1,447 in 1972. The largest percent increase in the nondurable category was 11 percent in eating and drinking places, where per capita sales increased from \$164 in 1972 to \$182 in 1973. This was accompanied by 1973 per capita gains in the general merchandise group with nonstores, gasoline service stations, and the food group, each up 10 percent; the apparel group, up 8 percent; and drug and proprietary stores, up 6 percent.

Per capita sales of durable goods stores rose 13 percent over the 1972 level, from \$725 in 1972 to \$818 in 1973. The year-to-year change reflected 16-percent increase in the building materials, hardware, farm equipment group; per capita building materials, hardware, farm equipment sales amounted to \$149 in 1973, compared with \$129 in 1972. The furniture and appliance group gained 12 percent in sales per person and the automotive group advanced 10 percent from \$429 in 1972 to \$484 in 1973.

The West was the highest of the four regions of the United States in per capita retail sales in 1973 with \$2,554, followed by the North Central States with \$2,522, the Northeast with \$2,295, and the South with \$2,347. Among the selected large States, per capita sales ranged from a high of \$2,968 in Florida to a low of \$2,170 in North Carolina.

**Table 5. Per Capita Sales of All Retail Stores in the United States, by Geographic Region and Kind of Business 1973 and 1972**

(Amounts in dollars)

Kind of business	United States <sup>1</sup>			Northeast <sup>1</sup>			North Central <sup>1</sup>			South <sup>1</sup>			West <sup>1</sup>		
	1973	1972 <sup>r</sup>	Percent change	1973	1972 <sup>r</sup>	Percent change	1973	1972 <sup>r</sup>	Percent change	1973	1972 <sup>r</sup>	Percent change	1973	1972 <sup>r</sup>	Percent change
Retail stores, total.....	2,419	2,172	+11	2,295	2,115	+9	2,522	2,231	+13	2,347	2,071	+13	2,554	2,338	+9
Total (excluding automotive group)....	1,935	1,743	+11	(NA)	(NA)	(NA)	2,028	1,794	+13	1,815	1,605	+13	(NA)	(NA)	(NA)
Durable goods stores....	818	725	+13	677	604	+12	857	753	+14	864	750	+15	869	803	+8
Nondurable goods stores..	1,601	1,447	+11	1,618	1,511	+7	1,665	1,478	+13	1,483	1,321	+12	1,685	1,535	+10
Food group.....	508	460	+10	541	501	+8	480	437	+10	496	437	+14	529	481	+10
Grocery stores.....	473	428	+11	476	442	+8	450	412	+9	477	420	+14	497	448	+11
Eating and drinking places....	182	164	+11	181	173	+5	202	171	+18	140	125	+12	228	210	+9
GAF <sup>2</sup> .....	631	573	+10	632	595	+6	651	588	+11	603	533	+13	649	588	+10
General merchandise group <sup>3</sup> ..	400	363	+10	382	361	+6	428	389	+10	382	336	+14	413	372	+11
Department stores.....	251	224	+12	250	228	+10	266	239	+11	226	195	+16	277	248	+12
Apparel group.....	116	107	+8	140	129	+9	110	103	+7	105	96	+9	109	101	+8
Furniture and appliance group.....	115	103	+12	110	105	+5	113	96	+18	116	101	+15	127	115	+10
Building materials, hardware, farm equipment group.....	149	129	+16	97	84	+15	190	167	+14	150	128	+17	(NA)	(NA)	(NA)
Automotive group.....	484	429	+13	(NA)	(NA)	(NA)	494	437	+13	532	466	+14	(NA)	(NA)	(NA)
Gasoline service stations....	165	150	+10	141	134	+5	175	156	+12	169	151	+12	178	164	+9
Drug and proprietary stores...	74	70	+6	64	62	+3	71	68	+4	74	69	+7	95	89	+7

<sup>r</sup> Revised.

NA Not available.

<sup>1</sup>Data based on provisional civilian population estimates as of July 1.

<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

<sup>3</sup>Includes nonstores.

Figure 3. Per Capita Sales of Selected Kinds of Business of All Retail Stores in the United States: 1973 and 1972

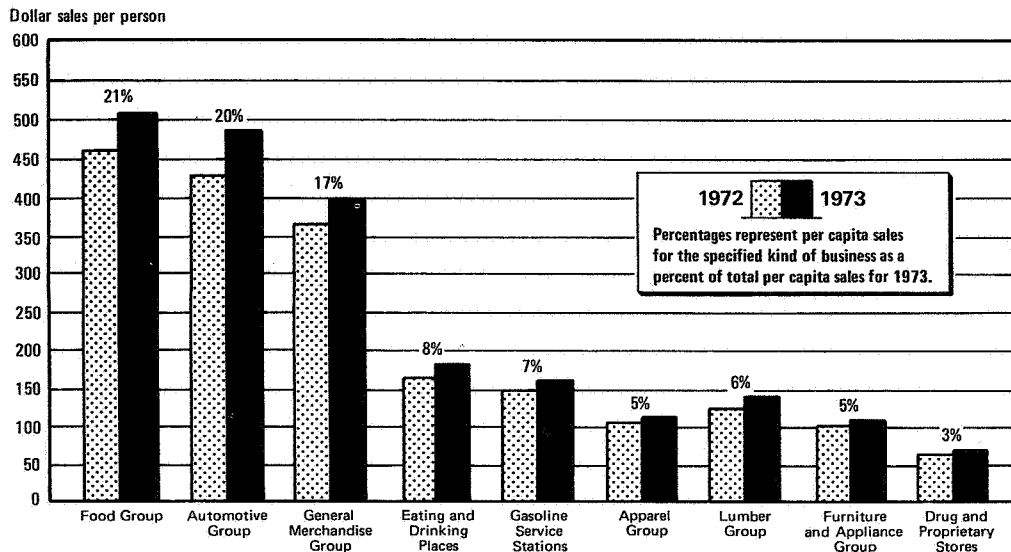


Table 6. Estimated Annual and Per Capita Sales of All Retail Stores for Specified Large States: 1973 and 1972

State	Annual sales (million of dollars)			Per capita sales <sup>1</sup> (dollars)		
	1973	1972	Percent change	1973	1972 <sup>1</sup>	Percent change
California, total.....	51,318	46,979	+9	2,530	2,338	+8
Nondurable goods stores.....	35,082	31,997	+10	1,729	1,592	+9
GAF <sup>2</sup> .....	13,637	12,233	+11	672	609	+10
Florida, total.....	22,520	18,067	+25	2,968	2,490	+19
Nondurable goods stores.....	14,619	11,558	+26	1,927	1,593	+21
Illinois, total.....	28,768	26,186	+10	2,569	2,337	+10
Nondurable goods stores.....	18,778	17,366	+8	1,677	1,550	+8
GAF <sup>2</sup> .....	8,700	8,014	+9	777	715	+9
Indiana, total.....	13,364	11,604	+15	2,517	2,198	+15
Massachusetts, total.....	13,441	12,299	+9	2,319	2,130	+9
Nondurable goods stores.....	9,470	8,546	+11	1,634	1,480	+10
Michigan, total.....	22,181	19,792	+12	2,457	2,200	+12
Nondurable goods stores.....	14,554	12,934	+13	1,612	1,437	+12
Minnesota, total.....	9,198	8,311	+11	2,362	2,146	+10
Missouri, total.....	12,087	10,935	+11	2,555	2,318	+10
New Jersey, total.....	17,874	16,399	+9	2,440	2,246	+9
Nondurable goods stores.....	12,452	11,589	+7	1,700	1,587	+7
New York, total.....	40,777	37,889	+8	2,236	2,066	+8
Nondurable goods stores.....	29,368	28,068	+5	1,610	1,531	+5
GAF <sup>2</sup> .....	11,444	10,875	+5	628	593	+6
North Carolina, total.....	11,245	10,023	+12	2,170	1,955	+11
Ohio, total.....	25,830	22,702	+14	2,410	2,120	+14
Nondurable goods stores.....	18,096	15,823	+14	1,689	1,478	+14
Pennsylvania, total.....	26,136	24,173	+8	2,198	2,033	+8
Nondurable goods stores.....	18,204	16,984	+7	1,531	1,428	+7
GAF <sup>2</sup> .....	7,284	6,794	+7	613	571	+7
Texas, total.....	28,845	24,720	+17	2,481	2,160	+15
Nondurable goods stores.....	18,082	15,739	+15	1,555	1,375	+13
Wisconsin, total.....	11,366	9,439	+20	2,488	2,086	+19

Note: Estimates are based on a sample (See sampling variabilities on page 19.)

<sup>1</sup> Revised.

<sup>2</sup> Data are based on provisional civilian population estimates as of July 1.

<sup>3</sup> Stores in general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

Table 7. Estimated Annual and Per Capita Sales of All Retail Stores by Geographic Division and Kind of Business: 1973 and 1972

Geographic division and kind of business	Annual sales (millions of dollars)			Per capita sales <sup>1</sup> (dollars)		
	1973	1972	Percent change	1973	1972 <sup>2</sup>	Percent change
NEW ENGLAND, total.....	28,863	26,348	+10	2,391	2,191	+9
Durable goods stores.....	8,764	8,097	+8	726	673	+8
Nondurable goods stores.....	20,099	18,251	+10	1,665	1,518	+10
Food group.....	6,487	6,041	+7	537	502	+7
GAF <sup>2</sup> , total.....	7,756	7,116	+9	643	592	+9
Gasoline service stations.....	1,894	1,484	+28	157	123	+28
MIDDLE ATLANTIC, total.....	84,787	78,461	+8	2,264	2,090	+8
Durable goods stores.....	24,763	21,820	+13	661	581	+14
Nondurable goods stores.....	60,024	56,641	+6	1,603	1,509	+6
Eating and drinking places.....	7,003	6,785	+3	187	181	+3
GAF <sup>2</sup> , total.....	23,542	22,378	+5	629	596	+6
General merchandise group with nonstores.....	14,392	13,606	+6	384	363	+6
Apparel group.....	5,125	4,897	+5	137	130	+5
Gasoline service stations.....	5,071	5,136	-1	135	137	-1
Drug and proprietary stores.....	2,380	2,330	+2	64	62	+3
EAST NORTH CENTRAL, total.....	101,509	89,723	+13	2,487	2,204	+13
Durable goods stores.....	33,503	29,372	+14	821	721	+14
Nondurable goods stores.....	68,006	60,351	+13	1,666	1,482	+12
Food group.....	20,039	18,203	+10	491	447	+10
Eating and drinking places.....	8,988	7,530	+19	220	185	+19
GAF <sup>2</sup> , total.....	27,298	24,826	+10	669	610	+10
General merchandise group with nonstores.....	18,090	16,452	+10	443	404	+10
Apparel group.....	4,650	4,314	+8	114	106	+8
Gasoline service stations.....	7,185	6,326	+14	176	155	+14
Drug and proprietary stores.....	2,896	2,738	+6	71	67	+9
WEST NORTH CENTRAL, total.....	43,322	37,955	+14	2,608	2,298	+13
Durable goods stores.....	15,695	13,724	+14	945	831	+14
Nondurable goods stores.....	27,627	24,231	+14	1,663	1,467	+13
Food group.....	7,518	6,835	+10	453	414	+9
GAF <sup>2</sup> , total.....	10,118	8,797	+15	609	533	+14
General merchandise group with nonstores.....	6,509	5,795	+12	392	351	+12
Gasoline service stations.....	2,891	2,594	+11	174	157	+11
SOUTH ATLANTIC, total.....	78,920	68,581	+15	2,471	2,186	+13
Durable goods stores.....	28,174	24,045	+17	882	766	+15
Nondurable goods stores.....	50,746	44,536	+14	1,589	1,419	+12
Eating and drinking places.....	4,791	4,256	+13	150	136	+10
GAF <sup>2</sup> , total.....	21,110	18,299	+15	661	583	+13
General merchandise group with nonstores.....	13,511	11,592	+17	423	369	+15
Apparel group.....	3,351	3,018	+11	105	96	+9
Gasoline service stations.....	5,649	5,041	+12	177	161	+10
Drug and proprietary stores.....	2,442	2,286	+7	76	73	+4
EAST SOUTH CENTRAL, total.....	27,549	24,079	+14	2,089	1,844	+13
Nondurable goods stores.....	16,997	14,958	+14	1,289	1,145	+13
Food group.....	6,068	5,451	+11	460	417	+10
GAF <sup>2</sup> , total.....	6,610	5,710	+16	501	437	+15
General merchandise group with nonstores.....	4,170	3,637	+15	316	279	+13
WEST SOUTH CENTRAL, total.....	46,431	40,285	+15	2,319	2,039	+14
Durable goods stores.....	17,555	14,997	+17	877	759	+16
Nondurable goods stores.....	28,876	25,288	+14	1,442	1,280	+13
Food group.....	9,195	8,008	+15	459	405	+13
GAF <sup>2</sup> , total.....	11,605	10,226	+13	579	518	+12
General merchandise group with nonstores.....	7,236	6,326	+14	361	320	+13
MOUNTAIN, total.....	22,980	20,657	+11	2,546	2,358	+8
Nondurable goods stores.....	13,917	12,437	+12	1,542	1,420	+9
Food group.....	4,033	3,555	+13	447	406	+10
GAF <sup>2</sup> , total.....	5,373	4,820	+11	595	550	+8
General merchandise group with nonstores.....	3,330	2,920	+14	369	333	+11
PACIFIC, total.....	68,956	62,290	+11	2,557	2,331	+10
Durable goods stores.....	22,206	20,263	+10	823	758	+9
Nondurable goods stores.....	46,750	42,027	+11	1,733	1,573	+10
Food group.....	15,009	13,524	+11	557	506	+10
Eating and drinking places.....	6,345	5,715	+11	235	214	+10
GAF <sup>2</sup> , total.....	17,981	16,039	+12	667	600	+11
General merchandise group with nonstores.....	11,520	10,271	+12	427	384	+11
Gasoline service stations.....	4,366	3,996	+9	162	150	+8

Note: Estimates are based on a sample (see sampling variabilities on table 19.) Total include data for kinds of business not shown separately. States in geographic divisions are shown on page 21.

<sup>1</sup> Revised.

<sup>2</sup> Data are based on preliminary civilian population estimates as of July 1.

<sup>3</sup> Stores in the general merchandise (including all nonstores), apparel, and furniture and appliance group; these stores specialize in department store types of merchandise.

## MERCHANDISE PURCHASES

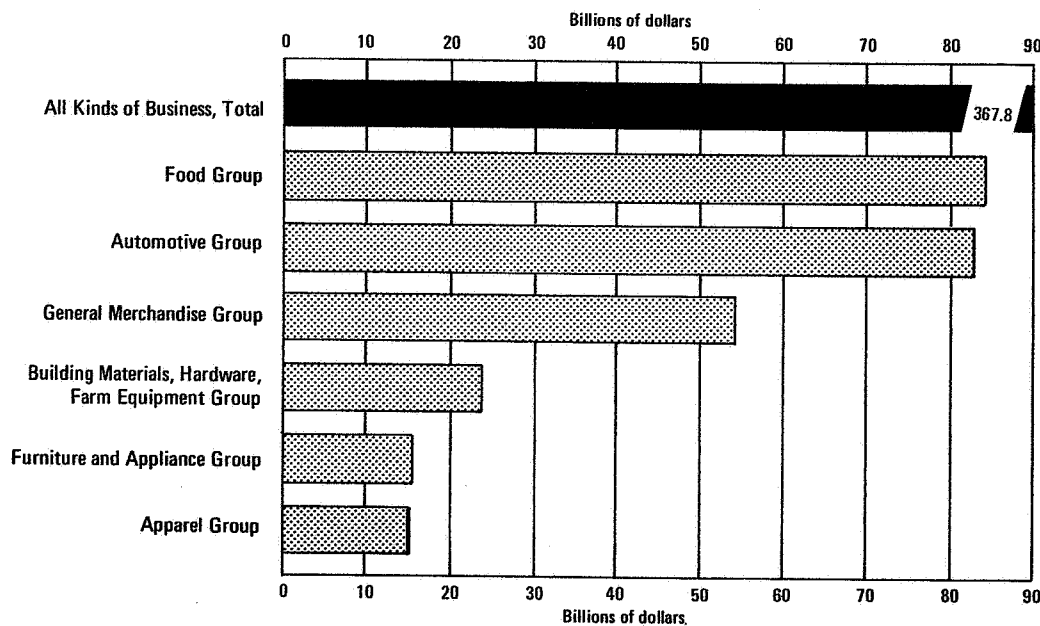
The total cost value of merchandise purchased by all retail stores in the United States during 1973 was estimated at \$368 billion, 13-percent higher than the \$327 billion estimated for 1972. Of the 1973 total, \$131 represented the cost of durable goods purchases, up 14 percent from 1972, and \$237 billion represented the cost of nondurable goods purchases, up 12 percent from 1972.

In the durable goods category, the automotive group and the building materials, hardware, farm equipment group, each showed a 14-percent increase in merchandise purchases for 1973 compared with 1972. The cost of purchases for the furniture and appliance group was up 10 percent. In the nondurable goods category, drug and pro-

prietary stores reported a 17-percent increase in purchases year-to-year while the apparel group, the general merchandise group with non-stores, and the food group each reported 11-percent increases. Eating and drinking places and liquor stores reported increases of 15 percent and 3 percent, respectively.

Organizations operating 11 or more retail stores reported for 1973 a 13-percent increase in the total cost of merchandise purchases compared to 1972 for all kinds of business combined. The food group, which accounted for 41 percent of total purchases by these organizations, showed an increase of 13 percent; the general merchandise group with nonstores, which accounted for 40 percent, recorded an increase of 12 percent.

Figure 4. Total Cost of Merchandise Purchased by All Retail Stores in the United States, by Kind-of-Business Groups: 1973



**Table 8. Estimated Cost of Merchandise Purchased by All Retail Stores in the United States, by Kind of Business: 1973 and 1972**

(Amounts in millions of dollars)

Kind of business	1973	1972	Percent change	Kind of business	1973	1972	Percent change
All kinds of business.....	367,831	326,603	+13	Furniture and appliance group.....	15,698	14,243	+10
Durable goods stores.....	131,033	115,442	+14	Furniture, home furnishing stores.....	9,077	8,061	+13
Nondurable goods stores.....	236,798	211,161	+12	Furniture stores.....	6,610	5,987	+10
Food group.....	84,933	76,318	+11	Household appliance, TV, radio stores..	5,415	5,088	+6
Grocery stores.....	79,658	71,704	+11	Household appliance dealers.....	3,775	3,513	+7
Eating and drinking places.....	18,772	16,370	+15	Building materials, hardware, farm equipment group.....	23,699	20,741	+14
General merchandise group with nonstores..	55,440	49,867	+11	Building materials and hardware, total <sup>1</sup>	16,384	14,853	+10
General merchandise group without non-stores (except dept. stores mail order)	52,355	46,715	+12	Lumber and other building materials dealers <sup>1</sup> .....	13,235	11,931	+11
Department stores and dry goods, general merchandise stores.....	42,399	37,679	+13	Hardware stores.....	3,149	2,922	+8
Department stores.....	34,483	31,031	+11	Farm equipment dealers.....	7,315	5,888	+24
Variety stores.....	5,935	5,319	+12	Automotive group.....	82,063	71,873	+14
Mail order (dept. store merchandise).. <sup>1</sup>	4,021	3,717	+8	Passenger car dealers <sup>2</sup> .....	69,974	61,604	+14
Apparel group.....	15,587	14,078	+11	Passenger car dealers (franchised)....	65,410	57,581	+14
Men's, boys' clothing, furnishing stores	3,146	3,113	+1	Tire, battery, accessory dealers.....	5,303	4,382	+21
Women's ready-to-wear stores.....	5,563	4,800	+16	Gasoline service stations.....	26,720	24,490	+9
Shoe stores.....	2,493	2,339	+7	Drug and proprietary stores.....	11,414	9,728	+17
				Liquor stores.....	7,053	6,870	+3
				Jewelry stores.....	1,941	1,605	+21

Note: Measures of sampling variability are shown on page 17. Group totals include kinds of business not shown separately.

<sup>1</sup>Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

<sup>2</sup>Includes both franchised and nonfranchised car dealers.

**Table 9. Estimated Cost of Merchandise Purchased by Retail Stores of Organizations Operating 11 or More Retail Stores in the United States, by Kind of Business: 1973 and 1972**

(Amounts in millions of dollars)

Kind of business	1973	1972	Percent change	Kind of business	1973	1972	Percent change
All kinds of business.....	109,116	96,614	+13	Apparel group.....	3,915	3,538	+11
Durable goods stores.....	6,213	5,934	+5	Men's, boys' clothing, furnishings stores.....	438	441	-1
Nondurable goods stores.....	102,903	90,680	+13	Women's ready-to-wear stores.....	1,276	1,227	+4
Food group.....	44,431	39,252	+13	Shoe stores.....	1,062	934	+14
Grocery stores.....	43,962	38,907	+13	Furniture and appliance group.....	1,187	1,100	+8
General merchandise group with nonstores..	43,316	38,634	+12	Building materials, hardware, farm equipment group.....	2,329	2,193	+6
General merchandise group without non-store (except department stores mail order).....	42,101	37,307	+13	Building materials and hardware, total <sup>1</sup>	2,107	2,020	+4
Department stores and dry goods, general merchandise stores.....	33,457	29,612	+13	Lumber and other building materials dealers <sup>1</sup> .....	1,908	1,842	+4
Department stores.....	30,544	27,168	+12	Tire, battery, accessory dealers.....	1,395	1,313	+6
Variety stores.....	4,782	4,253	+12	Drug and proprietary stores.....	4,332	3,754	+15
				Liquor stores.....	1,418	1,285	+10

Note: Group totals include kinds of business not shown separately.

<sup>1</sup>Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

## MERCHANDISE INVENTORIES

### Merchandise on Hand

The cost value of merchandise inventories in retail stores and warehouses of retail stores in the United States on December 31, 1973, was estimated at \$63.0 billion, 15-percent higher than inventories held at the close of 1972. Of this total, \$34.1 represented the value of stocks of nondurable goods stores, up 15 percent from 1972, and \$28.9 billion, the stock of durable goods stores, up 14 percent from 1972.

In the durable goods category, the automotive group showed a 23-percent increase in inventory holdings on December 31, 1973, compared with the same date a year ago. The furniture and appliance group showed a 7-percent increase while the building materials, hardware, farm equipment group increased by 4 percent. In the nondurable goods category, the general merchandise group with nonstores closed the year with inventories higher than in 1972, up 17 percent, while the apparel group was up 10 percent year-to-year. The food group, drug and proprietary stores, and liquor stores reported inventory gains of 18 percent, 12 percent, and 3 percent, respectively.

In warehouses and stores of organizations operating 11 or more retail stores, the cost value of merchandise held for sale on December 31,

1973, totaled \$20.3 billion, 15 percent over that held on December 31, 1972. The general merchandise group with nonstores, which accounted for 53 percent of the total warehouse and store inventories of these organizations, showed a year-to-year gain of 16 percent; the food group, which accounted for 20 percent of the total, recorded an increase of 20 percent over 1972.

### Sales-Inventory Ratios

Annual sales of all retail stores in 1973 were 9.2 times the cost value of year-end inventories. The ratio of sales to year-end inventories for nondurable goods stores was 11.3 in 1973 compared with 11.1 in 1972. The ratio for durable goods stores was 6.6 for 1973, unchanged from 1972.

Passenger car dealers showed a sales-inventory ratio of 8.0 in 1973 compared with 8.7 in the preceding year. The sales-inventory ratio for grocery stores increased to 19.9 in 1973 compared with 19.5 in 1972, and the ratio for department stores increased to 7.7 in 1973 from 7.2 in 1972. Furniture and home furnishing stores at 6.6 was unchanged from 1972 while the ratio for shoe stores decreased to 4.3 in 1973 from 4.4 in 1972.

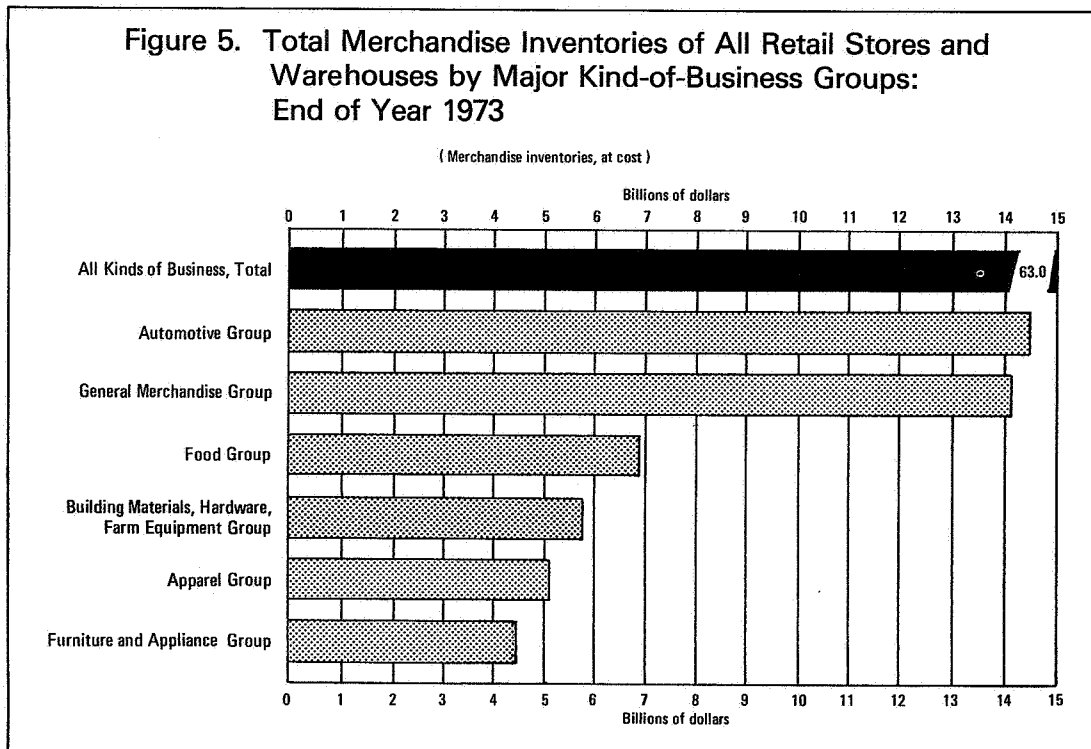


Table 10. Estimated Merchandise Inventories and Sales-Inventory Ratios of Retail Stores and Warehouses in the United States, by Kind of Business: End of Year 1973 and 1972

Kind of business	Merchandise inventories at cost (millions of dollars)						Sales inventory ratio <sup>1</sup> (stores only)	
	Warehouses and stores			Stores			1973	1972 <sup>r</sup>
	1973	1972	Percent change	1973	1972	Percent change		
All kinds of business.....	63,018	54,918	+15	57,282	50,285	+14	9.2	9.0
Durable goods stores.....	28,914	25,268	+14	27,601	23,956	+15	6.6	6.6
Nondurable goods stores.....	34,104	29,650	+15	29,681	26,329	+13	11.3	11.1
Food group.....	6,885	5,858	+18	5,372	4,653	+15	20.5	19.9
Grocery stores.....	6,628	5,640	+18	5,147	4,455	+16	19.9	19.5
Eating and drinking places.....	1,000	746	+34	930	716	+30	41.7	44.2
General merchandise group with nonstores.....	14,146	12,115	+17	12,244	10,804	+13	7.0	6.9
General merchandise group without nonstores (except department stores mail order).....	13,676	11,724	+17	11,933	10,553	+13	6.6	6.5
Department store and dry goods general merchandise stores...	10,798	9,306	+16	9,315	8,343	+12	7.1	6.8
Department stores.....	8,247	7,265	+14	6,968	6,473	+8	7.7	7.2
Variety stores.....	1,962	1,637	+20	1,702	1,460	+17	5.0	5.4
Mail order (department store merchandise).....	916	781	+17	916	750	+22	6.0	6.1
Apparel group.....	5,098	4,614	+10	4,861	4,420	+10	5.3	5.2
Men's, boys' clothing, furnishings stores.....	1,196	1,159	+3	1,163	1,137	+2	4.7	4.5
Women's ready-to-wear stores.....	1,361	1,174	+16	1,333	1,146	+16	6.8	6.6
Shoe stores.....	1,087	1,034	+5	997	958	+4	4.3	4.4
Furniture and appliance group.....	4,623	4,336	+7	4,040	3,816	+6	6.2	6.0
Furniture, home furnishings stores.....	2,637	2,377	+11	2,269	2,070	+10	6.6	6.6
Furniture stores.....	2,170	1,873	+16	1,845	1,616	+14	6.1	6.3
Household appliance, TV, radio stores.....	1,529	1,512	+1	1,327	1,310	+1	6.2	5.7
Household appliance dealers.....	1,050	1,036	+1	894	891	0	6.4	5.9
Building materials, hardware, farm equipment group.....	5,836	5,618	+4	5,501	5,333	+3	5.9	5.2
Building materials and hardware, total <sup>2</sup> .....	4,128	3,647	+13	3,849	3,411	+13	6.2	6.0
Lumber and other building materials dealers <sup>2</sup> .....	2,956	2,597	+14	2,701	2,384	+13	6.8	6.7
Hardware stores.....	1,172	1,050	+12	1,148	1,027	+12	4.4	4.0
Farm equipment dealers.....	1,708	1,971	-13	1,652	1,922	-14	5.3	3.8
Automotive group.....	14,503	11,826	+23	14,313	11,501	+24	7.4	7.8
Passenger car dealers <sup>3</sup> .....	10,803	8,776	+23	10,758	8,631	+25	8.0	8.7
Passenger car dealers (franchised).....	10,150	8,172	+24	10,115	8,046	+26	8.0	8.7
Tire, battery, accessory dealers.....	1,753	1,521	+15	1,640	1,364	+20	4.7	4.8
Gasoline service stations.....	1,197	1,146	+4	1,130	1,100	+3	32.9	27.5
Drug and proprietary stores.....	2,818	2,520	+12	2,524	2,271	+11	6.4	6.2
Liquor stores.....	1,038	1,006	+3	911	891	+2	10.7	10.7
Jewelry stores.....	1,292	1,051	+23	1,233	1,003	+23	2.9	2.9

Note: Measures of sampling variability are provided on page 17. Group totals include kinds of business not shown separately.

<sup>r</sup>Revised.

<sup>1</sup>Based on only those establishments in business the full calendar year, except for those Group II establishments which may not have been in operation the entire year.

<sup>2</sup>Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

<sup>3</sup>Includes franchised and nonfranchised car dealers.

**Table 11. Estimated Merchandise Inventories and Sales-Inventory Ratios of Retail Stores and Warehouses of Organizations Operating 11 or More Retail Stores in the United States, by Kind of Business: End of Year 1973 and 1972**

Kind of business	Merchandise inventories at cost (millions of dollars)						Sales-inventory ratio (stores only)	
	Warehouses and stores			Stores			1973	1972 <sup>r</sup>
	1973	1972	Percent change	1973	1972	Percent change		
All kinds of business.....	20,264	17,608	+15	16,064	14,374	+12	9.6	9.6
Durable goods stores.....	2,335	2,091	+12	1,948	1,655	+18	4.7	4.8
Nondurable goods stores.....	17,929	15,517	+16	14,116	12,719	+11	10.4	10.3
Food group.....	4,012	3,341	+20	2,602	2,185	+19	21.2	21.9
Grocery stores.....	3,975	3,311	+20	2,574	2,161	+19	21.1	21.8
General merchandise group with nonstores.....	10,699	9,221	+16	8,978	8,134	+10	7.3	7.2
General merchandise group without nonstores.....	10,502	9,048	+16	8,854	8,033	+10	7.1	7.0
Department stores and dry goods general merchandise..	8,109	7,050	+15	6,709	6,198	+8	7.7	7.3
Department stores.....	7,217	6,354	+14	5,991	5,616	+7	7.9	7.4
Variety stores.....	1,572	1,268	+24	1,324	1,105	+20	5.1	5.7
Apparel group.....	1,261	1,212	+4	1,099	1,072	+3	5.9	5.7
Men's, boys' clothing, furnishing stores.....	169	179	-6	154	169	-9	4.8	4.6
Women's ready-to-wear stores.....	292	281	+4	276	264	+5	7.5	7.5
Shoe stores.....	448	428	+5	377	363	+4	5.0	5.0
Furniture and appliance group.....	437	386	+13	335	271	+24	6.6	6.5
Building materials, hardware, farm equipment group.....	687	618	+11	579	526	+10	5.3	5.2
Building materials and hardware, total <sup>1</sup> .....	584	527	+11	500	460	+9	5.8	5.8
Lumber and other building materials dealers <sup>1</sup> .....	516	464	+11	440	404	+9	5.8	6.0
Tire, battery, accessory dealers.....	665	655	+2	601	528	+14	3.7	3.8
Drug and proprietary stores.....	1,157	1,051	+10	902	844	+7	6.4	6.4
Liquor stores.....	277	261	+6	161	155	+4	13.1	12.3

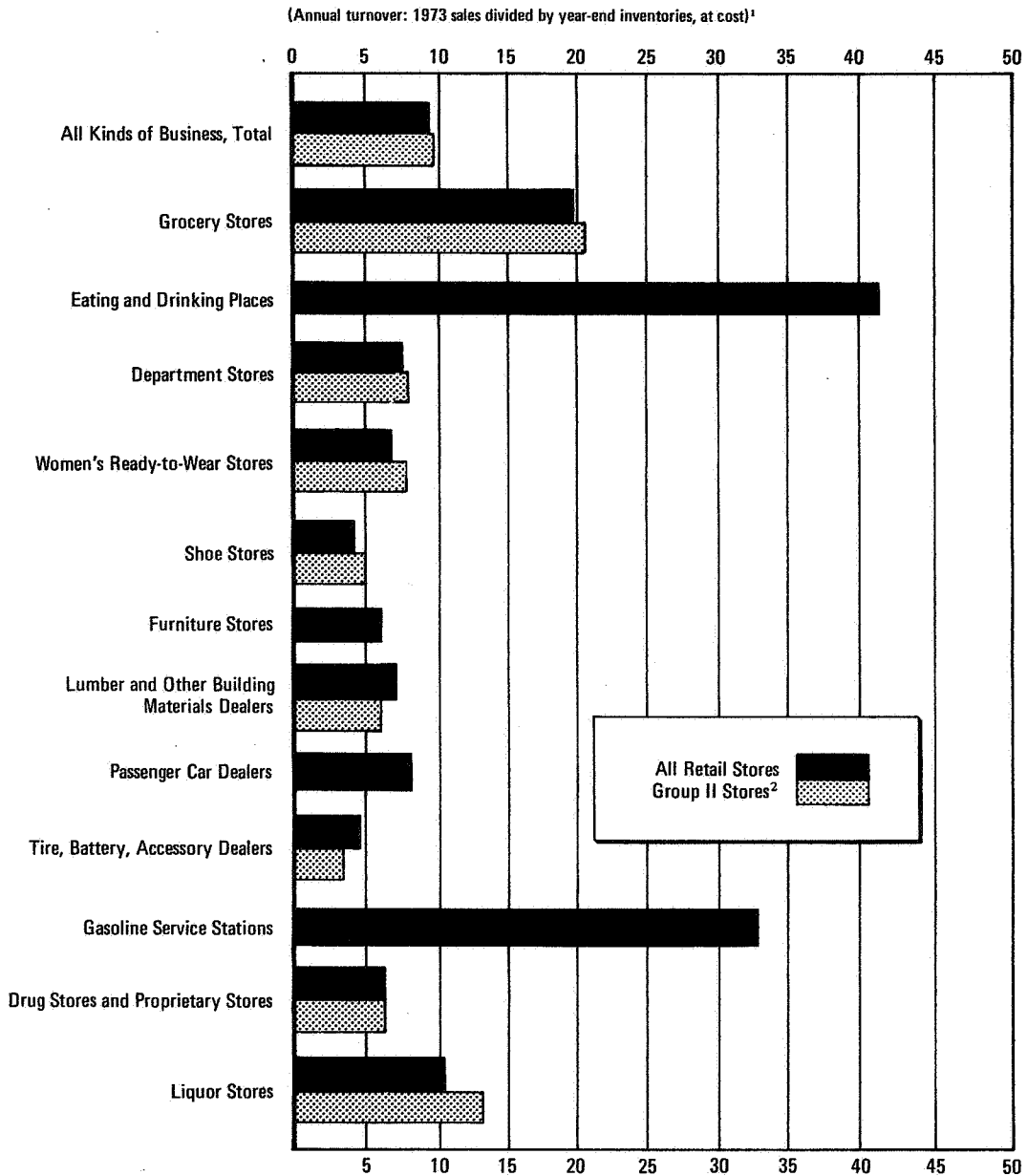
Note: Group totals include data for kinds of business not shown separately.

<sup>r</sup>Revised.

<sup>1</sup>Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.



**Figure 6. Sales-Inventory Ratios of All Retail Stores and Group II Stores, by Selected Kinds of Business: 1973**



<sup>1</sup>Data based on establishments in business the full calendar year, except for those Group II establishments which may not have been in operation the entire year. Ratios exclude warehouse inventories.

<sup>2</sup>Retail stores of organizations operating 11 or more retail stores.

## ACCOUNTS RECEIVABLE

Retail stores in the United States reported a total of \$27.0 billion of accounts receivable balances owed to them by customers as of December 31, 1973, 8 percent more than the \$25.1 billion reported as of the same date a year earlier. Credit balances on charge accounts and on installment accounts amounted to \$10.4 billion and \$16.6 billion respectively at the close of 1973, with charge accounts showing a year-to-year increase of 4 percent, while installment accounts increased 11 percent.

Receivable balances for nondurable goods stores in total amounted to \$18.5 billion, 9 percent more than the amount owed at the close of 1972. Department stores reported unpaid balances totaling \$9.9 billion at the end of 1973 (37 percent of the total for all retail stores). The apparel group with \$1.7 billion showed a 5-percent increase over the previous year.

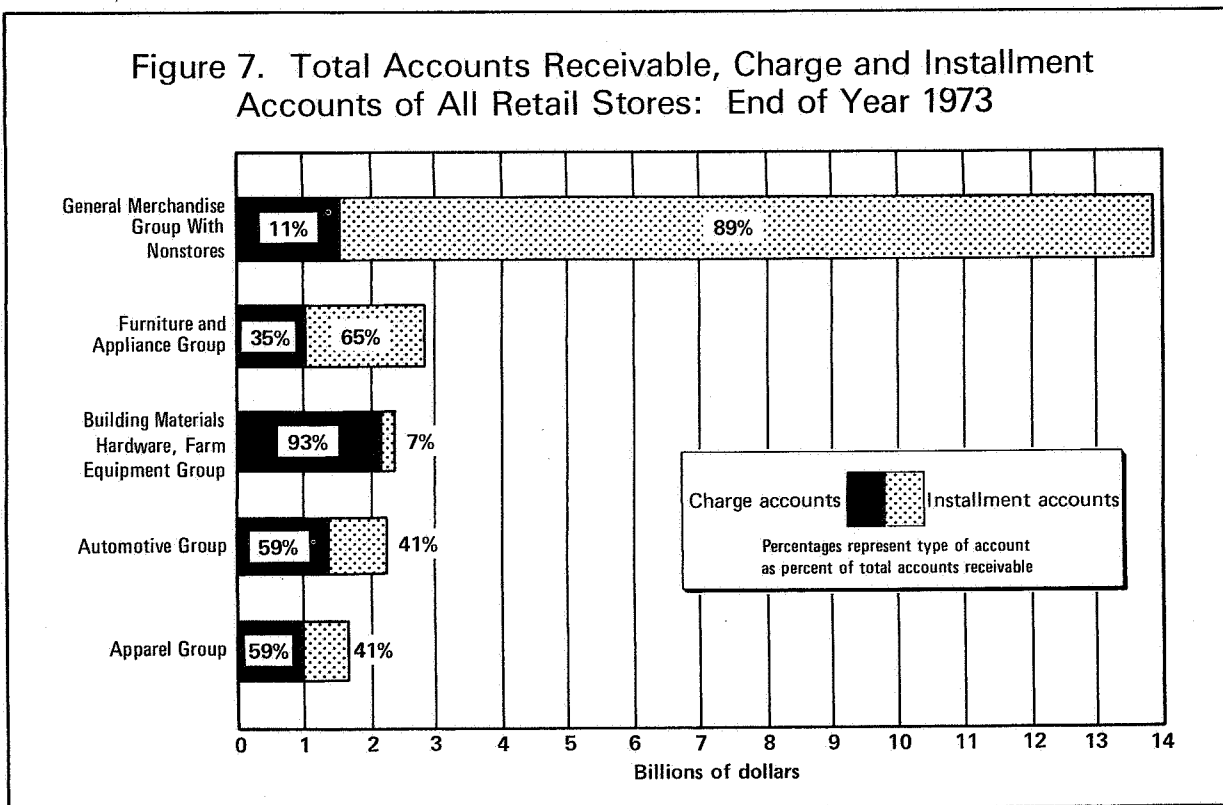
Durable goods stores in total reported accounts receivable balances at the close of 1973 at \$8.5 billion, 5 percent more than the total reported a year ago. Contributing to these figures were

dealers in the building materials, hardware, farm equipment group with \$2.4 billion, up 7 percent from the previous year; the automotive group, \$2.3 billion, up 2 percent and the furniture and appliance group with \$2.9 billion, up 5 percent.

More than 89 percent of the 1973 year-end credit balances due from customers of general merchandise stores were on installment accounts. In the furniture and appliance group, installment accounts represented approximately 65 percent of total year-end 1973 outstanding balances. In contrast, the credit balances outstanding for the building materials, hardware, farm equipment group and for the apparel group were predominantly on charge accounts (93 percent and 59 percent, respectively). For the automotive group, about 59 percent was outstanding on charge accounts.

Stores of organizations operating 11 or more retail stores accounted for \$15.7 billion of total receivables at the end of 1973, with \$13.7 outstanding on installment accounts, compared with \$2.0 billion in charge accounts.

Figure 7. Total Accounts Receivable, Charge and Installment Accounts of All Retail Stores: End of Year 1973



**Table 12. Accounts Receivable of All Retail Stores in the United States, by Type of Account and Kind of Business: End of Year 1973 and 1972**

(Millions of dollars)

Kind of business	Total			Charge accounts			Installment accounts		
	December 31		Percent change 1972 to 1973	December 31		Percent change 1972 to 1973	December 31		Percent change 1972 to 1973
	1973	1972		1973	1972		1973	1972	
United States, total.....	27,038	25,068	+8	10,445	10,090	+4	16,593	14,978	+11
Durable goods stores, total.....	8,520	8,115	+5	5,180	4,883	+6	3,340	3,232	+3
Nondurable goods stores, total.....	18,518	16,953	+9	5,265	5,207	+1	13,253	11,746	+13
Food group.....	301	303	-1	288	287	0	(S)	(S)	(S)
Grocery stores.....	225	225	0	(S)	(S)	(S)	(S)	(S)	(S)
Eating and drinking places.....	234	222	+5	(S)	(S)	(S)	(S)	(S)	(S)
General merchandise group with nonstores.....	13,893	12,521	+11	1,477	1,485	-1	12,416	11,036	+13
General merchandise group without nonstores (except department store mail order).....	13,348	11,937	+12	1,324	1,317	+1	12,024	10,620	+13
Department stores and dry goods, general merchandise stores.....	10,769	9,561	+13	1,272	1,247	+2	9,497	8,314	+14
Department stores.....	9,879	8,784	+12	1,099	1,086	+1	8,780	7,698	+14
Mail-order houses (dept. store merchandise).....	1,919	1,755	+9	(S)	(S)	(S)	(S)	(S)	(S)
Apparel group.....	1,708	1,634	+5	1,011	1,057	-4	697	577	+21
Women's ready-to-wear stores.....	697	668	+4	(S)	(S)	(S)	(S)	(S)	(S)
Furniture and appliance group.....	2,927	2,783	+5	1,011	907	+11	1,916	1,876	+2
Furniture, home furnishing stores.....	2,175	1,979	+10	732	621	+18	1,443	1,358	+6
Furniture stores.....	1,981	1,811	+9	(S)	(S)	(S)	(S)	(S)	(S)
Household appliance, TV, radio stores.....	652	716	-9	(S)	(S)	(S)	415	475	-13
Household appliance dealers.....	555	614	-10	(S)	(S)	(S)	(S)	(S)	(S)
Building materials, hardware, farm equip. group..	2,362	2,198	+7	2,199	2,045	+8	163	153	+7
Lumber and other building materials dealers <sup>1</sup> ...	1,727	1,596	+8	1,660	1,532	+8	(S)	(S)	(S)
Automotive group.....	2,344	2,296	+2	1,390	1,386	0	954	910	+5
Passenger car dealers <sup>2</sup> .....	1,100	1,126	-2	(S)	(S)	(S)	(S)	(S)	(S)
Passenger car dealers (franchised).....	1,012	1,026	-1	863	864	0	(S)	(S)	(S)
Tire, battery, accessory dealers.....	1,156	1,081	+7	(S)	(S)	(S)	740	675	+10
Gasoline service stations.....	374	387	-3	365	377	-3	(S)	(S)	(S)

Note: Measure of sampling variability shown on page 19.

S Not shown because of high sampling variability.

<sup>1</sup>Includes lumber yards, building material dealers, paint, plumbing, and electrical stores.

<sup>2</sup>Includes both franchised and nonfranchised car dealers.

**Table 13. Accounts Receivable of Retail Stores of Organizations Operating 11 or More Retail Stores in the United States, by Type of Account and Kind of Business: End of Year 1973**

(Amounts in millions of dollars)

Kind of business	Total			Charge accounts			Installment accounts		
	December 31		Percent change 1972 to 1973	December 31		Percent change 1972 to 1973	December 31		Percent change 1972 to 1973
	1973	1972		1973	1972		1973	1972	
United States, total.....	15,711	14,320	+10	1,972	2,044	-4	13,739	12,276	+12
Durable goods stores.....	1,917	1,866	+3	455	486	-6	1,462	1,380	+6
Nondurable goods stores.....	13,794	12,454	+11	1,517	1,558	-3	12,277	10,896	+13
General merchandise group with nonstores.....	12,635	11,345	+11	917	936	-2	11,718	10,409	+13
General merchandise group without nonstores (except department stores mail order).....	12,254	10,939	+12	829	849	-2	11,425	10,090	+13
Department stores and dry goods, general merchandise stores.....	9,848	8,719	+13	789	803	-2	9,059	7,916	+14
Department stores.....	9,143	8,110	+13	749	762	-2	8,394	7,348	+14
Apparel group.....	665	652	+2	184	231	-20	481	421	+14
Furniture and appliance group.....	705	728	-3	25	43	-42	680	685	-1
Tire, battery, accessory dealers.....	737	679	+9	(S)	(S)	(S)	(S)	(S)	(S)

Note: Measures of sampling variability are shown on page 19. Totals include data for kinds of business not shown separately.

S Not shown because of high sampling variability.

## SAMPLE DESIGN AND RELIABILITY OF THE DATA

### Sample Design

Data on purchases and inventories were derived from the 1973 *Annual Retail Trade Survey*, which was essentially based on the probability sample used after July 1971 to produce national monthly estimates of retail sales published in the *Monthly Retail Trade Report*. A detailed description of the monthly sample is shown in the *Monthly Retail Trade Report*. Statistics on annual sales and end-of-year accounts receivable shown in this publication were derived from monthly retail trade data published in the January 1974 *Monthly Retail Trade Report*.

1973 annual sample consists of the following components:

A. Group II organizations, i.e., firms which in the 1967 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of the location in the United States. (NOTE: In the annual survey, Group II organizations were requested to include in their report all retail stores of their subsidiaries, whereas for the monthly survey a sample was selected for separate reporting by subsidiaries assigned separate employer identification (EI) numbers, as described below for Group I firms.)

B. Group I comprises all remaining retailers as indicated below:

1. A list sample is selected from the list of retail employers who make Social Security payments for their employees under the Federal Insurance Contribution Act (FICA).

The list sample is drawn from two sources. The major part of the sample is drawn from the County Business Patterns (CBP) tabulation (a tabulation each year of generally first-quarter payroll reported by FICA taxpayers) using kind-of-business codes derived from the quinquennial economic censuses. New retail employers not included in this tabulation are represented by a sample drawn from the employer births provided by the Social Security Administration. The

basic sampling unit is the Employer Identification (EI) number assigned to each business employer.

Firms selected for the list sample are placed on four rotating panels (except very large businesses which are selected with certainty and are placed on a fixed panel). Rotating panel firms report current and previous month's data three times a year while fixed panel firms report each month. For the Annual Retail Trade Survey, all of the fixed panel firms and firms on two of the four rotating panels were selected to participate.

2. All retailers not on the list described above are represented by business establishments found in a probability sample of land segments. This "area sample" is a two-stage sample. In the first stage a sample of 58 primary sampling units (single counties or small groups of contiguous counties) were drawn with probability proportionate to (population) size. Each selected primary sampling unit was then subdivided into small land segments containing at the time of selection an average of about four retail stores each. A subsample of these land segments was drawn in each PSU at an overall rate of 1 in 1,000 (1 in 2,000 or 1 in 3,000 in the smallest PSU's). About 420 such land segments are included in the sample each month.

All retail establishments in these selected land segments are canvassed. Sufficient information (mainly concerning its EI number) is obtained to determine whether the business has had a chance of selection in the list sample component. If it has no EI number or if its EI number fails to match either the list sample universe or the current FICA mailing list, it is tabulated in the area sample. The area sample thus includes businesses without employees and employers, mainly recent births, not represented in the list sources.

Firms selected for the area sample are placed on 12 rotating panels and report current and previous month data once a year. Firms in two of the twelve panels are selected to participate in the Annual Retail Trade Survey.

### Reliability of the Data

Because the estimates are based on a sample, exact agreement is not expected with the results that would be obtained from a complete census of retail stores in which the same enumeration procedure is used. However, because every retail store in the United States has had a chance of being selected for the sample, and because the probability of selection for each store in the sample is known, it is possible to approximate the sampling variability of the estimates made from the sample.

Approximate measures of the differences which may exist because of sampling for the estimates are shown in tables 14 to 19. Measures of sampling variability for sales-inventory ratios of retail stores have not been computed but, in general, are expected to be less than those for merchandise inventory dollar volume estimates.

The measures of sampling variability are at the one-sigma level. At this level, the chances are two out of three that the amounts estimated in this survey would differ from the results of a complete census using the same enumeration procedure, by less than the percentage shown. Sampling errors shown are also subject to possibly high sampling variability. Although certain data not expressly shown in this publication may be derived by subtraction, they are subject to higher sampling variabilities and should not be used in making comparisons.

Measures of sampling variability shown in this report do not include biases which might arise from differences of response or nonreporting. Nonresponse amounted to about 3 percent for inventories, 5 percent for merchandise purchases, and 9 percent for sales.

Table 14. Estimated Sampling Variability for Sales, Purchases, and Inventory Estimates

Kind of business	Sampling variability (percent)					Kind of business	Sampling variability (percent)				
	Dollar volume estimate			Year-to-year ratio			Dollar volume estimate			Year-to-year ratio	
	Sales	Pur- chases	Inventory (stores and warehouses)	Pur- chases	Inventory (stores and warehouses)		Sales	Pur- chases	Inventory (stores and warehouses)	Pur- chases	Inventory (stores and warehouses)
United States.....	1	1	1	(Z)	1	Furniture and appliance group..	3	3	4	1	3
Durable goods stores...	1	1	1	(Z)	1	Furniture, home furnishings					
Nondurable goods stores	1	1	1	(Z)	1	stores.....	3	4	5	1	5
						Furniture stores.....	3	4	5	2	5
Food group.....	1	1	1	(Z)	1	Household appliance, TV,					
Grocery stores.....	1	1	1	(Z)	1	radio stores.....	5	5	5	2	4
						Household appliance					
						dealers.....	5	7	5	2	6
Eating and drinking places.....	2	2	8	1	8	Building materials, hardware,					
						farm equipment group.....	3	2	2	1	1
General merchandise group with						Building materials and					
nonstores.....	1	1	1	(Z)	1	hardware, total <sup>1</sup> .....	4	3	3	1	1
General merchandise group						Lumber and other building					
without nonstores.....	1	1	1	1	1	materials dealers.....	3	3	3	1	2
Department stores and dry						Hardware stores.....	5	6	5	2	4
goods, general merchandise						Farm equipment.....	(X)	5	4	2	4
stores.....	1	1	2	1	1	Automotive group.....	2	2	2	(Z)	1
Department stores.....	1	(Z)	(Z)	(Z)	(Z)	Passenger car dealers.....	2	2	2	(Z)	1
Variety stores.....	2	2	2	1	1	Passenger car dealers					
Mail-order houses (depart-						(franchised).....	2	1	1	(Z)	1
ment store merchandise)...	1	(Z)	(Z)	(Z)	(Z)	Tire, battery, accessory					
						dealers.....	3	5	4	2	3
Apparel group.....	2	2	3	1	2	Gasoline service stations.....	2	4	5	1	5
Men's, boys' clothing						Drug and proprietary stores...	2	2	2	1	2
furnishing stores.....	5	8	7	1	4	Liquor stores.....	3	5	5	1	3
Women's ready-to-wear stores.	3	3	4	1	2	Jewelry stores.....	(X)	5	5	3	4
Shoe stores.....	3	4	5	1	3						

Note: The estimates of sampling variabilities shown above for sales are based on annual sales published in the Monthly Retail Trade Report for January 1970, while those for purchases are based on 1970 and 1969 annual purchases estimates. Those for inventory are based on December 1969 and 1968 merchandise inventory estimates.

X Not applicable.

Z Sampling variability is less than 0.5 percent.

<sup>1</sup>Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Symbols used for the estimated sampling variability ranges, tables 15, 16, 17, and 18: A = 0 to 3.5 percent; B = 3.6 to 7.0 percent; C = 7.1 to 10.5 percent.

**Table 15. Estimated Range of Sampling Variability of Sales of All Retail Stores for Geographic Regions, by Kind of Business**

Kind of business	Dollar volume sales estimates			
	Northeast	North Central	South	West
All kinds of business.....	A	A	A	A
Durable goods stores.....	A	A	A	A
Nondurable goods stores.....	A	A	A	A
Food group.....	A	A	A	A
Grocery stores.....	A	A	A	A
Eating and drinking places.....	B	B	B	A
GAF <sup>1</sup> , total.....	A	A	A	A
General merchandise group <sup>2</sup> .....	A	A	A	A
Department stores.....	A	A	A	A
Apparel group.....	A	B	B	B
Furniture and appliance group.....	B	B	A	B
Building materials, hardware, farm equipment group.....	B	B	B	(X)
Automotive group.....	(X)	A	A	(X)
Gasoline service stations.....	A	B	B	B
Drug and proprietary stores.....	B	B	B	B

X Not applicable.

<sup>1</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise. <sup>2</sup>Includes nonstores.

**Table 16. Estimated Range of Sampling Variability of Sales for Standard Consolidated Areas and Specified Standard Metropolitan Statistical Areas**

Statistical area	Dollar volume (sales estimates)			Statistical area	Dollar volume (sales estimates)		
	Total	Nondurable	GAF <sup>1</sup>		Total	Nondurable	GAF <sup>1</sup>
STANDARD CONSOLIDATED AREA				STANDARD METROPOLITAN STATISTICAL AREA--Continued			
Chicago, Ill.--Northwestern	A	A	A	Detroit, Mich.....	A	A	A
Indiana.....				Houston, Tex.....	(X)	(X)	A
New York, N.Y.--Northeastern				Kansas City, Mo.-Kans.....	(X)	(X)	A
New Jersey.....	A	A	A	Los Angeles-Long Beach, Calif.	A	A	A
				Minneapolis-St. Paul, Minn..	(X)	(X)	A
STANDARD METROPOLITAN STATISTICAL AREA				New York, N.Y.....	A	A	A
Baltimore, Md.....	(X)	(X)	B	Philadelphia, Pa.-N.J.....	B	B	B
Boston, Mass.....	(X)	(X)	B	Pittsburgh, Pa.....	B	B	B
Chicago, Ill.....	A	A	A	St. Louis, Mo.-Ill.....	B	C	A
Cleveland, Ohio.....	(X)	(X)	A	San Francisco-Oakland, Calif.	A	B	B
Dallas, Tex.....	(X)	(X)	C	Washington, D.C.-Md.-Va.....	A	A	B

X Not applicable.

<sup>1</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

**Table 17. Estimated Range of Sampling Variability of Sales for Geographic Divisions, by Kind of Business**

Kind of business	Dollar volume sales estimates								
	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Total.....	A	A	A	A	A	A	A	A	A
Durable goods stores.....	B	A	A	A	A	(X)	A	(X)	B
Nondurable goods stores.....	A	A	A	A	A	A	A	A	A
Food group.....	B	(X)	A	A	(X)	B	A	B	A
Eating and drinking places.....	(X)	B	B	(X)	B	(X)	(X)	(X)	A
GAF <sup>1</sup> , total.....	A	A	A	A	A	B	A	A	A
General merchandise group <sup>2</sup> .....	(X)	A	A	A	A	B	A	A	A
Apparel group.....	(X)	A	B	(X)	B	(X)	(X)	(X)	(X)
Gasoline service stations.....	C	B	B	B	B	(X)	(X)	(X)	B
Drug and proprietary group.....	(X)	B	A	(X)	B	(X)	(X)	(X)	(X)

X Not applicable.

<sup>1</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise. <sup>2</sup>Includes nonstores.

Table 18. Estimated Range of Sampling Variability of All Retail Stores for Specified Large States

State	Dollar volume sales estimate			State	Dollar volume sales estimate			State	Dollar volume sales estimate		
	Total	Non-durable	GAF <sup>1</sup>		Total	Non-durable	GAF <sup>1</sup>		Total	Non-durable	GAF <sup>1</sup>
California.....	A	A	A	Michigan.....	A	A	(X)	North Carolina.	A	(X)	(X)
Florida.....	A	A	(X)	Minnesota.....	A	(X)	(X)	Ohio.....	A	A	(X)
Illinois.....	A	A	A	Missouri.....	B	(X)	(X)	Pennsylvania...	A	A	A
Indiana.....	A	(X)	(X)	New Jersey...	A	A	(X)	Texas.....	A	A	(X)
Massachusetts..	A	A	(X)	New York.....	A	A	A	Wisconsin.....	B	(X)	(X)

X Not applicable.

<sup>1</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

Table 19. Sampling Variability for Accounts Receivable Estimates of Retail Stores

Kind of business	Sampling variability of dollar volume estimates (percent)					
	All stores			Group II stores		
	Total	Charge accounts	Installments	Total	Charge accounts	Installments
Retail stores, total.....	1	1	1	(Z)	1	(Z)
Durable goods stores, total.....	2	2	4	1	3	1
Nondurable goods stores, total.....	1	2	1	1	1	1
Food group.....	6	6	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )
Grocery stores.....	7	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )
Eating and drinking places.....	6	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )
General merchandise group with nonstores.....	1	2	1	(Z)	1	1
Department stores and dry goods, general merchandise stores.....	1	2	1	(Z)	1	1
Department stores.....	(Z)	1	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )
Mail order (department store merchandise).....	1	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )
Apparel group.....	6	8	4	2	4	2
Women's ready-to-wear stores.....	3	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )
Furniture and appliance group.....	4	5	6	1	3	1
Furniture, home furnishing stores.....	6	8	8	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )
Furniture stores.....	6	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )
Household appliances, TV, radio stores.....	5	( <sup>1</sup> )	5	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )
Household appliance dealer.....	5	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )
Building materials, hardware, farm equipment group.....	5	5	11	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )
Lumber and other building materials dealers <sup>2</sup> ...	4	4	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )
Automotive group.....	3	3	6	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )
Passenger car dealers.....	4	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )
Passenger car dealers (franchised).....	3	2	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )
Tire, battery, accessory dealers.....	3	( <sup>1</sup> )	3	1	( <sup>1</sup> )	( <sup>1</sup> )
Gasoline service stations.....	5	6	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )	( <sup>1</sup> )

Z Sampling variability is less than 0.5 percent.

<sup>1</sup>Data not shown in tables 11 and 12 because of high sampling variability.<sup>2</sup>Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Note: The estimates of the sampling variabilities are based on accounts receivable estimates published in the Monthly Retail Trade Report for September and October 1968.

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